

ON THE AIR

Sponsor Walks Out on Spy Show

By BERNIE HARRISON
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For NBC, the network showing Ted Yates' documentary, "The Science of Spying," an exciting account of the cloak-and-dagger activities of the Central Intelligence Agency, there was an extra Madison Avenue gasp. On the day before the Tuesday night showing (WRC-4) the sponsor withdrew from the show.

There was no intention of censorship, the advertising agency representing B.F. Goodrich explained, "but there was a distinct conflict" between the synopsis of the show as presented last September and the finished product.

Thomas Dillon, of BBD&O (Batten, Barton, Durstine & Osborne) said the agency had been unable to see the program until the day before its presentation.

"It (the program) violates the advertising policy of the client in that it treats a controversial public issue in a way which may do harm to the government of the United States with no assurance that the government of the United States has been consulted with respect to the contents of the program."

He added that the original synopsis called for an examination of the techniques of spying plus an examination of the training of crack agents by the East and West. What was presented Tuesday—in essence, was a study of the CIA and its activities, featuring interviews with Allen Dulles, Richard Bissell and others, including Sen. Eugene McCarthy, a critic of those actions of the CIA which might be considered immoral or amoral.

NBC denied that there was any variance between the broad

outline of the original program proposal and the finished film.

"In accordance with standard policy, the program was made available for showing to the advertising agency after it was completed," a spokesman said. He did not specify when this was done.

I also saw the program at a screening Monday and found it both exciting and disturbing. I did feel that the title was a misnomer. "The Science of Spying" leads you to expect something illustrating the techniques of espionage. But what Yates had put together was a study of the CIA that centered mainly on its role in the overthrow of a leftist Guatemalan government. In view of the Dominican crisis and American action there, the program could hardly help but raise questions in the viewer's mind about the CIA's role there. I

termed the program an "antenna sprouter."

Narrator-writer John Chancellor clearly pointed to the conflict which disturbs Americans—how to reconcile the CIA with "its secret offenses against our public morality."

That's tough, I think, but honest.

The CIA may be unhappy with the program, but then, I doubt if Sen. McCarthy is entirely pleased with the way his views were presented. On the whole, I didn't feel that the balance of the show was anti-CIA. I came away with fresh understanding of their extremely crucial job in a ruthless world where the enemy makes its own rules.

One sequence on the show was unfortunate. The inference in the placement of the interview with a man who was named but only identified as a former air attache in Guatemala—and who

said he had tried to raise \$50,000 for some gangsters who were going to assassinate "any 12 Communists"—was unhappy. It came soon after a statement by Dulles that the CIA did not go in for either assassinations or kidnappings.

Otherwise, it was a fascinating, often gripping hour.